MARLBORO UNLIMITED

1996

JANUARY

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

FEBRUARY

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29		

MARCH

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24/31	25	26	27	28	29	30

APRIL

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

MAY

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

JUNE

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23/30	24	25	26	27	28	29

JULY

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

AUGUST

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

SEPTEMBER

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

OCTOBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

NOVEMBER

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

DECEMBER

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

NATIONAL HOLIDAYS

- **JANUARY 1** New Year's Day
- **JANUARY 15** Martin Luther King, Jr. Day
- **FEBRUARY 19** Presidents' Day
- **APRIL 4** Passover
- **APRIL 7** Easter
- **MAY 27** Memorial Day
- **JULY 4** Independence Day
- **SEPTEMBER 2** Labor Day
- **SEPTEMBER 14** Rosh Hashana
- **SEPTEMBER 23** Yom Kippur
- **OCTOBER 14** Columbus Day
- **NOVEMBER 11** Veterans Day
- **NOVEMBER 28** Thanksgiving
- **DECEMBER 6** Hanukkah
- **DECEMBER 25** Christmas

2061035073

THE GEAR.
GET IT NOW.

Collect Marlboro Unlimited Miles on specially marked Marlboro packs to get your Marlboro Unlimited Gear. Each pack proof is worth 5 Miles. For example, to get the Timber Mountain Pullover, you'd need 850 Miles, which equals 170 pack proofs. (You can use up to 300 Marlboro Country Store Miles towards your Marlboro Unlimited Gear Order.)

WHEN YOU'VE COLLECTED ENOUGH MARLBORO UNLIMITED MILES TO GET THE GEAR, COMPLETE THESE 4 STEPS.
Please follow these instructions or your order will be delayed.

1. Fill out all information on the order form on page below. Orders will be accepted beginning January 1, 1996. All orders must be postmarked by October 31, 1996. Limit of no more than two of any one item; no more than one Premium Gear Item; maximum of 10 items per person for duration of program.
2. Print your name and address clearly. You must include your signature and birth date for your order to be processed.
3. Prepare a check or money order payable to Marlboro Unlimited for shipping and handling. See chart to calculate the proper amount. DO NOT SEND CASH. CREDIT CARD CHARGES WILL BE ACCEPTED FOR PREMIUM GEAR ITEM ORDERS ONLY. MASTERCARD OR VISA ONLY. Be sure to include card number, expiration date and signature on order form.
4. To order, complete the order form, include your Marlboro Unlimited Miles and a check or money order for shipping and handling. Premium Gear Items do not require shipping and handling. Send to:

Marlboro Unlimited, JAF Station, P.O. Box 2524, New York, NY 10076-2524

Your order may take 2-3 weeks to reach us. Gear will be shipped to you within 10-12 weeks of receiving your complete qualified order. Be sure to check with the post office to ensure you have the proper postage on your order envelope. Postage may vary. We recommend the use of a padded envelope for your gear order. Limited to smokers 21 years of age or older. Not responsible for lost, late, misdirected, mutilated or postage due mail. No photocopies accepted. Orders not transferable. Offer good only in U.S.A. Items may be shipped separately. Offer void to employees of Philip Morris and its advertising agencies. No group or organization orders or requests will be honored. We reserve the right to substitute items of equal or greater value. If you have any questions about the program or your order, please call 1-800-MARLBORO (1-800-627-5267). No phone orders accepted.

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

16 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

MARLBORO UNLIMITED GEAR ORDER FORM

999999999999999
Sample A. Sample
Apt. #00
1234 Main Street
Anytown, US 12345-6789

999999

Use the lines below to print address corrections only

Phone ____ Best Time To Call ____

Today's Date ____ 19 9 6 Current Brand ____ Previous Brand ____

By participating in this offer and signing below, I certify that I am a smoker 21 years of age or older. I am also willing to receive cigarette coupons and branded merchandise items in the mail, subject to applicable state and federal law. Date of Birth ____ 19 ____

SIGNATURE ____

PREMIUM GEAR ITEMS - LIMIT ONE	ITEM#	MILES	PLUS $	
17" MARLBORO FOLDING MOUNTAIN BIKE	701	2,700	$210.00	
20" MARLBORO FOLDING MOUNTAIN BIKE	719	2,700	$210.00	
CAMBRIDGE SOUNDWORKS™	727	1,400	$210.00	
THE MARLBORO SHEARLING XS	735	2,400	$185.00	
THE MARLBORO SHEARLING S	743	2,400	$185.00	
THE MARLBORO SHEARLING M	750	2,400	$185.00	
THE MARLBORO SHEARLING L	768	2,400	$185.00	
THE MARLBORO SHEARLING XL	776	2,400	$185.00	
THE MARLBORO SHEARLING XXL	784	2,400	$185.00	

Above Premium Items Do Not Require Shipping and Handling Charge

Exp. Date ____

SIGNATURE ____

MARLBORO UNLIMITED GEAR	ITEM#	QTY	X MILES	= TOTAL MILES
SNAKE RIVER FISHING GEAR	230		2,350	
HAWKEYE SCOPE	248		350	
KNIFE – THE TRAIL GUIDE	263		625	
KNIFE – THE OUTDOORSMAN	255		625	
KNIFE – THE TROUBLESHOOTER	271		625	
MARLBORO REVERSIBLE DUSTER S	289		995	
MARLBORO REVERSIBLE DUSTER M	297		995	
MARLBORO REVERSIBLE DUSTER L	305		995	
MARLBORO REVERSIBLE DUSTER XL	313		995	
MARLBORO REVERSIBLE DUSTER XXL	321		995	
TIMBER MOUNTAIN PULLOVER S	339		850	
TIMBER MOUNTAIN PULLOVER M	347		850	
TIMBER MOUNTAIN PULLOVER L	354		850	

MARLBORO UNLIMITED GEAR (CONT.)	ITEM#	QTY	X MILES	= TOTAL MILES
TIMBER MOUNTAIN PULLOVER XL	362		850	
TIMBER MOUNTAIN PULLOVER XXL	370		850	
MARLBORO UNLIMITED ASHTRAY	388		150	
MARLBORO UNLIMITED T BLACK	396		140	
MARLBORO UNLIMITED T WHITE	404		140	
NORTH RIM COAT S	412		1,825	
NORTH RIM COAT M	420		1,825	
NORTH RIM COAT L	438		1,825	
NORTH RIM COAT XL	446		1,825	
NORTH RIM COAT XXL	453		1,825	
MARLBORO UNLIMITED CAP	461		105	
SPYRE MOUNTAIN LANTERN	479		220	
BIG RED BEDROLL	487		750	
MARLBORO POWER PAK	495		2,100	
RIDGELINE LIGHTER	503		185	
MARLBORO EXPEDITION SHELL S	511		450	
MARLBORO EXPEDITION SHELL M	529		450	
MARLBORO EXPEDITION SHELL L	537		450	
MARLBORO EXPEDITION SHELL XL	545		450	
MARLBORO EXPEDITION SHELL XXL	552		450	
MARLBORO MICRO STRIPE S/M	560		180	
MARLBORO MICRO STRIPE L/XL	578		180	
MARLBORO TRAIL WATCH SMALL	586		1,450	
MARLBORO TRAIL WATCH LARGE	594		1,450	
22" DUFFEL	602		475	
28" COMBO BAG	610		535	
38" WHEELER BAG	628		745	
MARLBORO GEAR BAG COLLECTION	636		1,200	
THE MARLBORO COUNTRY COOKBOOK	644		350	
WEBER® GO-ANYWHERE® GAS GRILL	651		1,350	
MARLBORO CARVING SET	669		275	
MARLBORO OUTFITTER GLOVES S/M	677		275	
MARLBORO OUTFITTER GLOVES L/XL	685		275	
[illegible] SUNGLASSES	693		1,660	

P0002849

SHIPPING & HANDLING CHART (Not Required for Premium Items)				
Total # of Miles (excluding Premium Items)	5-400	405-800	805-1,500	1,505 & Over
Shipping & Handling Required	$4.00	$6.00	$8.00	$10.00

REMEMBER INCLUDE YOUR SIGNATURE, BIRTH DATE AND A CHECK OR MONEY ORDER

TOTAL ITEMS ORDERED	PREMIUM GEAR	OTHER GEAR	TOTALS

Source: https://www.industrydocuments.ucsf.edu/docs/
2061035073